



**UNIVERSITY  
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# **Social Network Sites: Innovating Lifestyles**

**Inaugural Lecture**

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# Synopsis

## Social Network Sites: Innovating Lifestyles

Social Network Sites (SNS) popularity is growing tremendously due to the perceived value it provides to the users. This occurrence is a subject of interest to many thus this inaugural lecture attempts to address two main issues in relation to SNS both from the organizational and individual perspectives. It will first discuss the adoption of SNS. Organizations use SNS as it allows communications to go beyond a private one-to-one conversation and now has become a conversation of many-to-many. Organizations can use the SNS' functions such as tagging, messaging, commenting and notifying for selling, advertising and marketing at a cheaper cost as well as promoting their products, services and brands. Individuals on the other hand, use SNS for various motives such as communication, learning activities, work related activities and socialization.

Although the usage issues may differ among organizations and individuals, the ultimate concern however is the same i.e. the impact of SNS. Generally, there are positive and negative impacts. The impact of SNS usage on organizations can be viewed from the financial and non-financial performance perspectives. Meanwhile the impact of SNS usage on individuals are many such as personal wellbeing, academic/job performance, and self-esteem.



Ainin's life as an academic began in December 1995 after obtaining her PhD from the University of Birmingham, United Kingdom. From there on, she has been actively conducting research, publishing articles in ISI-indexed and top journals, reviewing articles for IS conferences and journals, becoming external assessor for other universities and teaching academic courses. She has taught various courses related to Information Systems and Research Methodology at the undergraduate, Master as well as doctoral levels.

She is recognized by the Malaysian academic community and has been appointed as external assessor for promotions by several institutions of higher learning. She served as one of MQA expert panel for the development of Business Studies program standard. She has also been appointed as PhD external examiner for *Universiti Teknologi Malaysia*, *Universiti Putra Malaysia*, *Universiti Utara Malaysia*, *Universiti Tenaga Nasional*, Multimedia University, University of Adelaide, Queensland University of Technology, etc. She was also the Business studies external assessor for Institute of Technology Brunei.

She is a regular reviewer for journals such as Computer Human Behavior, Computers & Education, Business Process Management, Information Development, Journal of Global IT Management, Management Decision etc. In addition, she has been serving as Editorial Board member of the Asian Journal of Case Research.

Her current research activities include the World IT project which is in collaboration with the Global IT Management Association under the High Impact Research grant and the Social Network Program under the Equitable Society Research Cluster. In 2015, she was awarded the UM 2015 Excellent Researcher for Social Science discipline.

She has published in several tier 1 and 2 journals such as the Information and Management and Government Information Quarterly and hopes to continue publishing until she retires.

Besides research and publication, she is also involved in consultancy work and has been appointed as Principal Consultant for several projects.



Ainin has held several administrative posts while in University Malaya including Deputy Dean and Dean. She is now serving as the Head of Operations and Management Information Systems Department, Faculty of Business and Accountancy. She is also the Faculty's Head of Accreditation and has been instrumental in the AMBA and AACSB accreditation exercises. She is the Co-Chief Editor of the Faculty's Asian Journal of Business and Accounting.

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## **Social Network Sites: Innovating Lifestyles**

### **INTRODUCTION**

Social Network Sites (SNS) is a topic that have received numerous attention due to its perceived value, reputation and connotations. SNS was defined by boyd and Ellison (2007:210) as 'web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system.

Generally, SNS have enticed millions of people around the world, many of whom have integrated these sites into their daily life. It is now used for study, work, politics, civic engagement, communications, as well as the way people get and share information about life, death, health, civic life, news consumption, politics, communities, teenage life, parenting, dating and even people's wellbeing and level of stress. Thus, it can be concluded that SNS has been innovating lifestyles. The way people live nowadays differs from how they lived ten years ago.

Since its conception SNS has grown in terms of the number of users as well as number of usage. A study on students online usage in 26 countries around the world done by QS Topuniversities.com in 2013 reported that more than 50% of respondents said they use five key SNS which are Facebook, Twitter, YouTube, LinkedIn and Pinterest all the time (QS Topuniversities.com, 2013). Out of these, Facebook is the most popular applications used by students (Freiert, 2007). It was also found that younger students are more likely to report high usage of YouTube and Pinterest, while older respondents are more likely to report frequent use of LinkedIn (QS Topuniversities.com, 2013).

The situation is also similar in Malaysia as statistics show Malaysia is among the top five countries in terms of number of SNS accounts created. This is mainly due to the ease of Internet connection especially in the urban areas around Malaysia.

The rapid adoption of SNS by Malaysians and in many other countries around the world raises some pertinent questions. Why do they go to these sites? What do they get from them? Subsequently, this inaugural lecture will 1) describe the usage SNS and 2) analyse the impact of SNS usage.



The lecture proceeds by describing what is meant by SNS. This is followed by the discussion on the usage of SNS both from individuals and organizations perspectives. Subsequently, the impact of SNS would be deliberated.

## **WHAT IS SNS?**

SNS is characterized by user generated content, which has been found to be more effective than traditional communications in influencing the attitudes and behaviours of others (Thackeray et al., 2008). SNS is the product of Internet-based applications that is built on the technological foundations of Web 2.0.

SNS are based around profiles, normally of an individual, which offers a description of each member of a group. In addition to text, images and video created by the member, the SNS profile also contain comments from members and a public list of people that one identifies as Friends within the network (boyd 2007).

SNS allows users to share information such as uploaded videos or pictures, and also to communicate with each other about this content, to chat with other users and to post messages to smaller or larger audiences pre-defined by the users via friends-lists and other settings (Smock, Ellison, Lampe, & Wohn, 2011).

According to Haythornthwaite (2005), SNS is unique as it allow individuals to meet strangers, converse with each other and make evident the social networks among them. Subsequently, connections between individuals would be made, although initially it was not the main goal. Nevertheless at times, many of the SNS users are not necessarily "networking" or looking to meet new people; instead, they are primarily communicating with people who are already a part of their extended social network. Thus, it is a common occurrence for one to obtain updates about someone else through SNS. For example an individual uploading images of friends enjoying meals or drinks, holidays or sharing funny cartoons and YouTube clips. SNS is innovating the way we interact with each other.

## **USAGE OF SNS: INDIVIDUALS**

There are many reasons why individuals use SNS in their daily life, however, this lecture focusses on two main usage: maintaining relationship and civic engagement



*Maintaining relationship*

Barash et al. (2010) showed that individuals post mainly engaging and positive status updates on SNS such as birthday pictures. Valenzuela et al. (2009) on the other hand, found that relationship maintenance is the main motivation for using SNS and that SNS use results in stronger bonds with friends and especially acquaintances. Many studies (such as Ellison et al., 2011 and Ross et al., 2009) on the intentions for SNS use illustrated the main motivation for SNS use is for maintaining social relationships.

Ainin et al (2015) found that SNS create the opportunity to establish and maintain relationships with peers and develop further interactions for different purpose including learning (i.e. connected friends/peers) and information seeking. For example, some students may post sample questions of a certain topic on Facebook, and they may even share some homework assignments and lessons plans. Thus, this could elevate the knowledge sharing process among students and each of them can benefit from one another. Gone are the days whereby interactions have to be conducted on a face-to-face basis. Interaction with peers through SNS facilitates exploring the peer interests, or specific knowledge of others, learns more about the real life (Yu et al., 2010) and more importantly feel connected to the peers (friends).

People tend to be connected to their friends when they read positive experiences, receive entertaining and positive self-disclosures, funny cartoons or YouTube videos. Thus, the boundaries between private and public communication are diminishing and social contexts between various parties breakdown. 'We like the ones to whom we have disclosed, but we do not necessarily like the ones who disclose intimate content to us more. However, we do like the ones who publicly share positive news with us and make us laugh (Utz 2015).

*Civic engagement*

Warren et al (2015) stated that although SNS was originally designed as a means for maintaining relationship, some evidence demonstrates that SNS is also employed for social action, such as political engagement and community building tasks. For example, Mandarano et. al (2010) revealed that Facebook has emerged as a powerful tool for town planning whereas Valenzuela (2013) argued that it is beneficial for political activism. Generally, SNS serves as a civic communication channel, which enables members of a public virtual community to be included in civic participatory activities. SNS is taking a role in defining areas for engagement and



mobilizing individuals for civic action. It allows everyone the opportunity to spread social causes and participate in digital activism on various issues. Through posting of text messages, images, and links related to social issues, members of the public are exposed to these concerns. With a pre-existing interest in social matters, receiving these online stimuli from SNS increases the likelihood that one will engage in some civic activities, such as volunteering, submitting complaints to officials, and signing petitions for further action. It is believed that online expressions of social issues heighten awareness and that the effect ripples on to action.

There are many examples illustrating the growing role of SNS in civic engagement to address social issues. For example, Rajapat, (2009) described how SNS have been used to address politics and government for better reach, relevancy, and engagement in India while Kavanaugh et al. (2012) discoursed how SNS was used in managing a national crisis situation such as earthquakes in the U.S. SNS was also perceived to be a key factor for the rise of justice and democracy in Egypt (Ali, 2011; Choudhary et. al 2012) and protests in Chile (Valenzuela et. al 2012). In addition, Bertot et. al (2012) advocated that SNS was used to improve citizen-government communications while McCafferty (2011) propagated that SNS was used for civic expressions.

## IMPACT OF SNS ON INDIVIDUALS

The impact of SNS usage on individuals have been discussed by many. Different people view impact differently, depending on the area of study. According to Castilla (2005), from a sociological perspective, SNS usage affects job performance positively. SNS allows users to be more productive as they are able to interact with co-workers and customers more easily. Turban, Bolloju, & Liang (2011) on the other hand, found SNS usage during office hours reduces productivity as the users would spend most of their time online and chatting which may not be related to their job at all.

As mentioned earlier SNS users tend to be involved in self-disclosure activities. Some say that this is a good way to stay in touched and connected (Utz 2015) however there are some who believe that self-disclosures bring out some negative connotations. For example, the person who posted them may have good intentions but someone who views it may be envious and start comparing themselves. Envy feelings may cause frustration (Maurya 2012), mental suffering



(Piskorski 2011), and even depression (Etchegoyen and Nemas (2003) which ultimately will damage the users' well-being and impact their life satisfaction (Smith and Kim 2007).

According to Mehdizadeh (2010), self-disclosures allows possibilities for impression management to take place with SNS users often over-emphasizing their achievements so that they would be socially accepted thus creating a new life in the virtual world which may have negative consequences in the long run (Immordino-Yang et al., 2012).

O'Keeffe and Clarke-Pearson (2011) in their study concluded that excessive use of SNS may lead to depression among certain groups of young people. In contrast, Jelenchick et al. (2013) found no evidence suggesting the relationship between SNS use and clinical depression. These results indicate that interactions on SNS can create mixed reactions and, thereby, lead to different psychological outcomes.

The impact of SNS usage encompasses also the users' physical well-being because social media are efficient and effective in communicating health information to people (Hackworth and Kunz, 2010). Therefore, it is presumed that users would be more health conscious and lead a more balanced life. Nevertheless, excessive usage of SNS may lead users to lead an unhealthy lifestyle (Bolton et. al 2013). The users may be too engrossed in the SNS and as a result they ignore their basic physical needs such as eating and sleeping.

The following paragraphs specifically discusses the impact of SNS usage on students. SNS usage brings about many impacts on students. Perhaps one of the more important impact of SNS on them would be on their Academic Performance (Kamenetz, 2011). So far there have been inconclusive evidence as Junco (2012) reported that higher SNS usage results in lower academic performance while Steinfield et al. (2008) found contrasting results whereby they found the higher the SNS usage, the better the academic performance. Kolek and Saunders (2008) on the other hand, in their study on students in an American university found no relationship between SNS usage and academic performance. Nevertheless it was also



found that if SNS was used for learning purposes, the academic performance would be better (Ainin et. al. 2015).

Besides academic performance, the students' socialization behavior and satisfaction with university life are also affected. Socialization behavior of the students caused by SNS usage may be viewed from two perspectives: social acceptance and social acculturation (Yu, Tian, Vogel, & Kwok, 2010). A student who uses SNS heavily would be socially accepted in their community as they are seen to contribute to the online community since they place great emphasis on SNS (Barkhuus & Tashiro, 2010). Social acculturation on the other hand, may occur when there is a change or adaptation in individual's attitudes, values, and behaviour because of their SNS usage (Kim et. al 2012). According to Rouis et. al (2011), if they show high acculturation, they would be regarded highly by other students.

Satisfaction with university's life is another possible impact of Facebook engagement. It has been hypothesized by some that SNS usage would eventually lead to satisfaction to university's life (Yu, et al., 2010). When the students are engaged on SNS, they would tend to use the SNS as their means of communication particularly with their colleagues as well as instructors/lecturers. They will also engage SNS to participate in class activities and at times obtain instructions and notes from their instructors/lecturers. Availability and accessibility of the SNS will make them happy and thus they will be contented and subsequently feel satisfied with their university's life.

SNS usage and interaction with peers impact students as they are more likely to have better feeling, healthy, affective development, collaborative learning, self-esteem development, nurturing satisfaction with the university and academically successful (Al-Rahmi & Othman, 2014; Steinfield, Ellison, & Lampe, 2008; Yu et al., 2010). Besides that, students who have graduated after completing their tertiary education normally utilize SNS to discover employment opportunities. This has enabled graduates to have a more desirable job-fit organization opportunity so that their skills are not mismatched with their position. Thus, it can be concluded that SNS has brought about changes in their lifestyles as they no longer need to depend on newspapers and traditional communication to seek for employment.



## USAGE OF SNS: ORGANIZATIONS

Bonsón and Ratkai (2013), Sarosa (2012) and Wong (2012) in their studies found that it is good for business organizations to embrace SNS into their daily business transactions and practices. Subsequently, there have been numerous studies that examines why organization adopts SNS. For example, Wang et al. (2010) focused on compatibility, Chong and Chan (2012) on cost effectiveness, Chai et al., (2011) on trust, Lee and Kozar (2012) on interactivity. In their study, Parveen et al (2015) found compatibility, cost effectiveness and interactivity influenced organizations to adopt SNS in their business transaction.

Organizations with internet connection can use SNS including Facebook as it is compatible with existing infrastructure and the technology is very simple and easily adoptable by any organization (El-Gohary, 2012).

Business organizations, being profit oriented are always on a look out for cost effectiveness measures thus they perceived that using SNS enabled them to reach large number of audiences (Chong and Chan, 2012). Businesses can fully utilize SNS functions for selling, advertising and marketing at a much lower cost. They can use SNS to promote their products, services and brands such as using the Facebook's sharing, tagging, and messaging, commenting and notifying functions. Moreover, SNS such as Facebook and Twitter can be implemented in any businesses without any additional resources if they are already connected.

Interactivity or two-way communications between organizations and their various stakeholders are important aspect of doing business. The interactivities of technology has a strong effect on technology adoption thus organizations are using SNS as it provides a higher degree of interactiveness (Parveen et. al 2015).

In addition, it was also discovered that business organizations are using SNS as their customers and other stakeholders are also using SNS in their daily transactions. More and more customers are using SNS as the main method to buy products and services. This is evident from the increase in online sales via SNS. Among the top five Malaysian socially devoted brand on Facebook are Maxis, Maybank, Zalora, CIMB Malaysia and Hotlink (<http://blog.malaysia-asia.my/2015/03/malaysia-social-media-statistics-2014.html>).



## IMPACT OF SNS ON ORGANIZATIONAL PERFORMANCE

Despite the numerous perceived value of SNS usage, organizational-level research on SNS and its impact on organizational performance has not grown as rapidly (Lovejoy and Saxton, 2012; Shahizan et al., 2012). Previous studies have investigated organizational usage of SNS, however only few studies have examined the impact of SNS on organizational performance. For instance, Rodriguez et al. (2014), provided evidence that Social Network technologies like Facebook positively impacts the customer-orientated processes which in turn impacts the sales performance of an organization.

Ferrer et al. (2013) demonstrated that the use of Social Network technologies positively impacts the social capital of an organization and therefore its performance. In addition, Wong (2012) found out that Facebook usage has a positive impact on SME business. This is supported by finding from Kwok and Yu (2013) who found that sales can be increased with Facebook usage. When organizations use Facebook, it is likely to have a positive impact in terms of both financial and non-financial performances.

Shuai and Wu (2011) in general, found positive relationships between technology usage and organizations' performance. More specifically, Praveen et al (2015) revealed that Facebook usage has a strong positive impact on financial performance of the organizations (i.e. sales transactions, sales volume, sales enquires and number of customers). In addition, Facebook usage also has a positive impact on non-financial performance of the organization such as increase in customer satisfaction.

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- Warren, A.M., Sulaiman, A. and Jaafar, N.I., 2015. Understanding civic engagement behaviour on Facebook from a social capital theory perspective. *Behaviour & Information Technology*, 34(2), 163-175.
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## CURRICULUM VITAE

### A. PERSONAL DETAILS

**NAME :** Ainin Sulaiman  
**DESIGNATION :** Professor  
**DEPARTMENT :** Operations and Management Information Systems  
**FACULTY :** Faculty of Business and Accountancy  
**FIELD OF SPECIALISATION:** Management Information Systems  
**DATE OF BIRTH :** 25 July 1960  
**GENDER :** Female  
**MARITAL STATUS :** Married, 2 children  
**OFFICE TELEPHONE NO :** 03-79673853  
**E-MAIL ADDRESS :** ainins@um.edu.my

### B. ACADEMIC QUALIFICATIONS

Qualification	University	Year
Doctor of Philosophy (PhD)	University Of Birmingham, UK	1995
Masters Business Administration	University Of Stirling, UK	1992
Bachelor Public Administration	Universiti Utara Malaysia	1989

### C. RESEARCH

**Research interests :** Social Network Dynamics, Technology Adoption and Diffusion, Performance Evaluation, Green IS/T

#### Research Projects Ongoing/Completed

Year	Projects
2014//2015	World IT Culture
2013/2014	Social Media usage and impacts
2010/2012	Green IT Practices
2009	Business Information Technologies
2008	Information Systems Importance Performance Analysis
2007	SMS Voting ; A New Form of M-Commerce
2006	MBA Students Performance
2004 - 2005	Assessing Digital Divide Programmes ; Telecenter Evaluation



## D. PUBLICATIONS (2008-2015)

### ACADEMIC JOURNALS

- Tamjidyamcholo, A., Kumar, S., Sulaiman, A., & Gholipour, R. Willingness of members to participate in professional virtual communities. *Quality & Quantity*, 1-20. DOI 10.1007/s11135-015-0274-1.
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- Sharabati, M. M., Sulaiman, A., & Salleh, N. A. M. (2015). End User Satisfaction and Individual Performance Assessments in e-Procurement Systems. *International Journal of Computer Theory and Engineering*, 7(6), 503.
- Mallasi, H., & Ainin, S. (2015). Investigating Knowledge Sharing Behaviour in Academic Environment. *Journal of Organizational Knowledge Management*, 1-20.
- Ainin, S., Bahri, S., Faziharudean, T. M., Salleh, N. A. M., (2015). Organizations Performance, Customer Value and the Functional Capabilities of Information Systems," *Information Systems Management*. 32(1), 2-14
- Ainin, S., Naqshbandi, M. M., & Dezdar, S. (2015). Impact of adoption of Green IT practices on organizational performance. *Quality & Quantity*, 1-20. DOI 10.1007/s11135-015-0244-7.
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- Ainin Sulaiman, Farzana Parveen, Sedigheh Mogavvemi, Noor Ismawati Jaafar and Nor Liyana Mohd Shuib (2015). Factors Influencing the Use of Social Media by SMEs and Its Performance Outcomes. *Industrial Management Data Systems*, 115 (3), online version (*ISI-Cited Publication*)
- Ainin Sulaiman, Muzammil Naqshbandi, Sedigheh Moghavemmi and Noor Ismawati Jaafar (2015). Facebook Usage, Socialization and Academic Performance. *Computers & Education* 83: 64-73 (*ISI-Cited Publication*)
- Anne Marie Warren, Sulaiman Ainin and Noor Ismawati Jaafar (2015). Reputation, Trust, Online Civic Engagement and its Impact on Virtual Social Skills. *International Journal of Social Science & Human Behavior Study*, 2(1):64-69. (*Non-ISI/Non-SCOPUS Cited Publication*)



- Noor Ismawati Jaafar, Sulaiman Ainin and Mardiana Said (2015). Investigating Young Adults Online Engagement and Self-Esteem. International Journal of Social Science & Human Behavior Study, 2(1):59-63. (Non-ISI/Non-SCOPUS Cited Publication)
- Muhammad Ashraf, Asad Afzal Hamyon, Mohammad Asif Khan, Noor Ismawati Jaafar and Ainin Sulaiman (2015). The impact of Involvement in CRM Initiative on Inter- functional Integration and Organizational Performance: Evidence from Pakistani Enterprises. Information Management and Business Review 7(1):29-40. (Non-ISI/ Non-SCOPUS Cited Publication)
- Anne Marie Warren, Ainin Sulaiman & Noor Ismawati Jaafar (2015). Understanding Civic Engagement Behaviour on Facebook from a Social Capital Theory Perspective. Behaviour & Information Technology Volume 34 (2): 163-175 (ISI-Cited Publication)
- Farzana Parveen, Noor Ismawati Jaafar and Sulaiman Ainin (2014). Social Media Usage and Organizational Performance: Reflections of Malaysian Social Media Managers. Telematics and Informatics 32(1), pp 67-78
- Anne Marie Warren, Ainin Sulaiman and Noor Ismawati Jaafar (2014). Facebook: The Enabler of Online Civic Engagement for Activists. Computers in Human Behavior 32:284-289. (ISI-Cited Publication)
- Noor Ismawati Jaafar, Ainin Sulaiman and Suhana Mohezar Ali (2014). Pro-environmentalism Behaviour, Organizational Pressure, Sustainable IT Initiatives and Financial Performance of Malaysian Service Firms. Environmental Engineering and Management Journal (forthcoming) (ISI-Cited Publication)
- Anne Marie Warren, Ainin Sulaiman and Noor Ismawati Jaafar (2014). Social Media Effects on Fostering Online Civic Engagement and Building Citizen Trust and Trust in Institutions. Government Information Quarterly 31(2):291-301 (ISI- Cited Publication)
- Farzana Parveen, Noor Ismawati Jaafar and Sulaiman Ainin (2014). Social Media Usage among Businesses: A Website Content Analysis. Asian Journal of Information Technology 12(10):342-348. (Scopus-Cited Publication)
- Roya Gholami, Ainin Binti Sulaiman, T. Ramayah, Alemayehu Molla, (2013). Senior managers' perception on green information systems (IS) adoption and environmental performance: Results from a field survey, Information & Management, Volume 50, Issue 7, Pages 431-438 (ISI-Cited Publication).



- Sharabati, M., Ainin, S., Salleh, N. (2014). E-Procurement Systems: Examining the Effect of End-User Satisfaction on Individual Performance. *International Journal of Research in Business and Technology*, North America, 5(1):577-586.
- Guan Choon, T., Sulaiman, A., Mallasi, H (2014). Intention to Use Green IT among Students. *International Journal of Research in Business and Technology*, North America, 4(2):439-445.
- Azurin Sani, Shahin Dezdar, Sulaiman Ainin, (2013). Outsourcing Patterns among Malaysian Hotels, *International Journal of Business and Social Science*, Vol 4 (9), 133-144
- Manal M. N. Sharabati, Ainin Sulaiman, Noor Akma Mohd Salleh, (2013) User's Satisfaction Towards *ePerolehan* System In Malaysian Governmental Agencies, *COGIT*, Vol 5, 9-17
- Anne Marie Warren, Sulaiman Ainin, Noor Ismawati Jaafar (2013) Engaging with Activists: Exploring Social Problems and Online Civic Engagement, *COGIT*, Vol 5, 33-40
- Farzana Parveen, Sulaiman Ainin, Noor Ismawati Jaafar (2013). An Analysis of the Usage of Social Media in Malaysian Public Listed Organizations, *COGIT*, Vol 5, 53-61
- Lee Sai Leong, Sulaiman Ainin, Shahin Dezdar, Hisham Mallasi, Electronic Data Interchange (EDI) Adoption from Technological, Organizational and Environmental Perspectives *International Journal of Business Information Systems*, forthcoming
- Ainin, S., Bahri, S., Faziharudean, T. M., Salleh, N. A. M., 2012. Impact of business process outsourcing practices on financial performance, *Asian Journal of Information Technology*, 11(2), pp. 56- 64 (*SCOPUS-Cited Publication*)
- Ainin Sulaiman, Noor Ismawati Jaafar and Nor Azlina Abdul Aziz (2012). Factors Influencing Intention to Use MYEPF I-Akaun. *World Applied Science Journal* 18(3):451-461 (*ISI-Cited Publication*).
- Shahin Dezdar & Ainin, S. 2012. Examining successful ERP projects in Middle-East and South-East Asia, *American Journal of Scientific Research* 56: 13-25. (*ISI-Cited Publication*)
- Shahin Dezdar & Ainin, S. 2012. Investigating the impact of organizational culture on enterprise resource planning implementation projects, *World Applied Sciences Journal* 17(9): 1125-1133. (*ISI-Cited Publication*)



- Ciptono, W.S., Ibrahim, A. R., Sulaiman, A., Syed A. Kadir, S.L., (2011). Sustainability of TQM Implementation Model In The Indonesia s Oil and Gas Industry: An Assessment of Structural Relations Model Fit, Gadjah Mada International of Business, Jan-Apr, 11, Vol. 13, No. 1, ISSN : 1411-1128 (*Non-ISI/Non-SCOPUS Cited Publication*)
- Dezdar, Shahin, Ainin, Sulaiman (2011), The influence oof organizational factors on successful ERP implementation, Management Decision, Volume 49, Number 6, pp. 911-926 (ISI indexed)
- Shahin Dezdar, Sulaiman Ainin, (2011), Measures of success in projects implementing enterprise resource planning, International Journal of Business Performance Management, Vol. 12, No.4, pp.334 353 (Scopus indexed)
- Shahin Dedzar, Sulaiman Ainin, (2011) "Examining ERP Implementation Success from a Project Environment Perspective", Business Process Management Journal, Vol. 17 Iss: 6 (Scopus indexed)
- Shahin Dezdar,Sulaiman Ainin (2011), ERP Systems Implementation Success: A Study on Iranian Organizations, International Journal of Current Research and Review, Vol. 03 issue 05, 78- 100 (Scopus indexed) <http://www.ijcrr.com/journals/Vol%203%20issue%205.pdf>
- Shahin Dezdar & Ainin, S. 2011. Critical Success Factors for Erp Implementation: Insights from a Middle- Eastern Country. Middle East Journal of Scientific Research 10(6):798-808. (*ISI-Cited Publication*)
- Ali Hussein Saleh Zolait and Ainin Sulaiman, (2010). The Influence of Communication Channels on Internet Banking Adoption, *Asian Journal of Business and Accounting*, vol 2(1 and 2), pp 115-134.
- Ali Zolait and Ainin Sulaiman, (2010). Internet Banking Acceptance: An Understanding of Customers Decision to Use Online Banking Services, *Communication of Global Information Technology*, Vol 2, pp 36-47.
- Ainin Sulaiman and Ali Hussein Saleh Zolait, (2010). Adoption of Short Messaging Service (SMS) in Malaysia, International Journal of Technology Diffusion, Vol. 1(1), pp 41-51
- Ainin Sulaiman, Noor Ismawati Jaafar and Rohana Jani, (2010), Diffusion Of Information Communication Technology (Ict) Through The Rural Internet Centre: The Malaysian Experience, International Journal of Innovation and Technology Management, Vol. 7 (2), pp. 129-143, <http://www.worldscinet.com/ijitm/>



- Norzalita Abd Aziz, Ghazali Musa, and Ainin Sulaiman (2010), Predicting the Antecedents of Travel Website Adoption among Malaysian Travellers, *African Journal of Marketing Management* (accepted for publication) (*ISI-Cited Publication*)
- Dzazali, S.; Ainin, S. And Zolait, A. (2009), Information Security Landscape and Maturity Level: Case Study of Malaysian Public Service (MPS) Organisations, *Government Information Quarterly*, Vol. 26, 584-593, (*ISI/SCOPUS Cited Publication*)
- Shahin Dezdar and Ainin Sulaiman, (2009) Successful Enterprise Resource Planning Implementation: Taxonomy of Critical Factors, *Industrial Management & Data Systems* (109(8), 1037-1052 (*ISI/SCOPUS Cited Publication*)
- Farzana Praveen, Abessi Masoud and Ainin Sulaiman. (2009). Wireless Internet using Mobile devices in Malaysia, *International Journal of Mobile Communications*, 7(5),580-593 (*ISI/SCOPUS Cited Publication*)
- Tham Yoong Cheong; Ainin Sulaiman; Farzana Parveen (2009), Internet Adoption Among Malaysian Companies, *Journal of Asia-Pacific Business*, 10(2), 166 – 185. (*Scopus Cited Publication*)
- Zulkefli Ibrahim and Sulaiman Ainin (2009). The Influence of Malaysian Telecenters On Community Building, *Electronic Journal of E-Government*, 7(1), 77-86. (*Scopus Cited Publication*)
- Dzazali, S.; Ainin, S. And Zolait, A. (2009), Employing the Social-Technical Perspective in Identifying Security Management Systems in Organisations, *International Journal of Business Information Systems*, 4(5), 419-439. (*SCOPUS-Cited Publication*)
- Zulkefli Ibrahim, Sulaiman Ainin and Tengku M. Faziharudean. (2009), Social Capital Development of ICT Driven Communities in Malaysia, *World Review Of Science, Technology And Sustainable Development*, 6 (1), 11-27. (*SCOPUS-Cited Publication*)
- Zolait, A.H.S., Mattila, M., Sulaiman, A. (2009). The effect of User's Informational-Based Readiness on innovation acceptance, *International Journal of Bank Marketing*, 27 (1), pp. 76-100 (*SCOPUS-Cited Publication*)
- Aziz N.A, Ainin S., Ghazali M. (2008), Predicting the influence of travel web site effectiveness characteristics on technology acceptance and its marketing implications, *Jurnal Pengurusan* 27, pp. 105-128 (*SCOPUS-Cited Publication*)



Ainin Sulaiman, Josephine Ng and Suhana Mohezar (2008), *E-Ticketing as a New Way of Buying Tickets: Malaysian Perceptions*, *Journal of Social Sciences*, 17(2), 149-157.

Ainin Sulaiman and Nurhayati Hashim. (2008). Applying Importance Performance Analysis to Information System: An Exploratory Case Study, *Journal of Information, information Technology and Organization*, 3, 95-102.

## BOOK AND CHAPTERS IN BOOK

Mohd Salleh, N.A Moghavvemi, S., and Sulaiman, A. (2015). Selected Theory/Model in Information system. In Aida Idris et al. (eds). *Selected Theories in Social Science Research*. Kuala Lumpur: UM Press.

Ainin Sulaiman & M Muzamil Naqshbandi (2014). *Social Media: Dynamism, Issues and Challenges*. Partridge Publishing, Singapore

Nor Liyana Mohd Shuib & Ainin Sulaiman (2014). Impact, Issues and Challenges of Facebook Usage amongst Students. In *Social Media: Dynamism, Challenges and Issues*. Singapore: Partridge Singapore

Ainin, S., Bahri, S., Faziharudean, T. M., Salleh, N. A. M., 2013. A survey on the level of utilization in using IT by Malaysian Small medium enterprises, The UCLA Anderson Business and Information technologies (BIT) Project, Editors Vandana Mangal and Uday Karmarkar, World Scientific Publishing Co Pte Ltd, USA. Pp65-80.

Ainin Sulaiman et. al (2010), *Critical Success Factors Affecting SMEs In Malaysia*, In *Small and Medium Enterprises in Malaysia: Potential and Prospects*, Editor Zuraidah Mohd Don, Ministry Of Education, Pp48-84.

Ainin Sulaiman et. al (2010), *Exploring the Determinants of Key Success Factors Affecting Malaysian SME: A Focus on Professional Services*, in *Small and Medium Enterprises in Malaysia: Potential and Prospects*, editor Zuraidah Mohd Don, Ministry of Education, pp85-117.

Zulkefli bin Ibrahim, Ainin Sulaiman and Tengku M. Faziharudean, (2010), *Bringing the Internet to the rural area: a case study of the 'Kedaikom' project in Malaysia*, in *ICTs and Sustainable Solutions for Digital Divide: Practical Approaches (vol 2)*, editors Jacques Steyn, Jean-Paul van Belle, Eduardo Mansilla Vilanueva, International Development Informatics Association.



## CONFERENCE PROCEEDINGS

- Role of Social Media on Information Accessibility. Proceedings of the 19th Pacific Asia Conference on Information Systems. 7-9 July 2015. Singapore.
- Computer Mediated Communication Competencies, Online Engagement and Academic Achievement, 2015 International Business Conference, June 7 – 9, 2015. London, United Kingdom
- Investigating Young Adults Online Engagement and Self-Esteem. Proceedings of the Second International Conference on Advances in Social Science, Economics and Management Study - SEM 2014, 16-17 November, Birmingham, United Kingdom
- Reputation, Trust, Online Civic Engagement and its Impact on Virtual Social Skills. Proceedings of the Second Intl. Conf. on Advances in Social Science, Economics and Management Study- SEM 2014. 16-17 November, Birmingham, United Kingdom.
- Social Media Usage, Socialization and Academic Performance, 15<sup>th</sup> GITMA Conference, 22-24 June 2014, USA
- Going Beyond "Like" On Facebook For Civic Engagement: A Perspective From The Youth Icbts2014-2015 Global European Multidiscipline Conferences In Europe & America: 27 – 28 November 2014. University Of Brunel, United Kingdom, United Kingdom
- Investigating Civic Engagement in Social Media. Pacific Asia Conference Information Systems, 18-22 June 2013 Proceedings. Paper 270, Jeju Island, Korea.
- Developing an Integrated Model for Knowledge Sharing Behavior, 14<sup>th</sup> GITMA Conference, 16-17 June 2013, Kuala Lumpur, Malaysia
- Engaging with Activists: Exploring Social Problems and Online Civic Engagement, 14<sup>th</sup> GITMA Conference, 16-17 June 2013, Kuala Lumpur, Malaysia
- An analysis of the usage of Social media in Malaysian Public Listed Organizations, 14<sup>th</sup> GITMA Conference, 16-17 June 2013, Kuala Lumpur, Malaysia
- Users Perception towards E-Perolehan Systems in Malaysian Governmental Agencies, 14<sup>th</sup> GITMA Conference, 16-17 June 2013, Kuala Lumpur, Malaysia
- Electronic Data Interchange (EDI) Adoption from Technological, Organizational and Environmental Perspectives, 14<sup>th</sup> GITMA Conference, 16-17 June 2013, Kuala Lumpur, Malaysia



**E. CONSULTANCY (2008-2015)**

Name of Project (if applicable)	Role	Organisation	Period
Readiness of Malaysian Accommodation towards shariah compliance	Principal consultant	ITC, MOTAC	2015
Socio economic impact of Broadband initiatives	Principal consultant	MCMC	2014
Kajian Halatuju Profesional Bumiputera	Principal consultant	MOHR	2012
Developing Brand Index for Malaysian Higher Education	Principal consultant	MOHE	2010-2011
Global Islamic Branding and Marketing	Project Manager	MOHE	2008-2009
Critical Success Factors of SME (Professional Firms ) in Malaysia	Consultant	MOHE	2008

**F. COURSES TAUGHT (LAST 5 YEARS)**

Session/ semester	Courses	Programme
2015/2016	Quantitative Research methods, CHBX7109 Research Methods	PhD MM ATM/MBA
2014/2015	Quantitative Research methods, CHBX7109 Research Methods	PhD MM/ATM
2013/2014	Quantitative Research methods, CHBX7109 Seminar in Information Systems	PhD MBA
2012/2013	Research Methodology for Business, CMGB6103	MBA
2011/2012	Advanced Accounting Information Systems, CMEA3226 Research Methodology for Business, CMGB6103	BAcc MBA
2010/2011 sem2	Seminar in Information Systems Management Information Systems, CBEB1103 Advanced Accounting Information Systems, CMEA3226	PhD BBA/Bacc BAcc



Session/ semester	Courses	Programme
2009/2010 sem1	Research Methodology for Business, CMGB6103	MBA
	Computer Application for Business Research,	PhD

## G. SUPERVISON (PhD Completed)

Name	Area	Year Graduated
Sri Susilowati	Wage Differentials	2003
Zulkifli Ibrahim	Digital Divide	2007
Suhaizimah Dzazali	IT Risk Management	2007
Ali Zolait	Internet Banking	2008
Norzalita Mokhtar	E-Tourism	2009
Shahin Dezdar	Critical Success Factors - ERP	2010
Wakhid Ciptomo	Total Quality Management	2010
Lee Sai Leong	EDI adoption	2012
Hisham Malassi	Knowledge Sharing	2013
Anne Marie Warren	Social Media and Civic Engagement	2014
Farzana Parveen	Social Media and Organization	2014
Manal Sharabati	E-Procurement	2015

## H. EVALUATION ACTIVITIES

### 1. Reviewer for the following journals:

- The Journal of Community Informatics
- IIUM Journal of Economics and Management
- UUM International Business Studies
- African Journal of Business Management
- Journal of Education for Business
- Asian Journal of Scientific Research\\
- Industrial Management and Data Systems
- Business Process Management Journal
- Computers in Human Behaviour
- Journal of Information, Information Technology and Organization (JITTO)

### 2. Editorial Member of the following journals

- Asian Journal of Case Research
- International Journal of Economics and Management
- Journal of Business Excellence



- International Journal of Technology Diffusion (IJTD)
- Journal of Information, Information technology and Organization

### **3. External Evaluator/Examiner PhD Thesis**

- UNITAR
- Putra Business School
- UTM
- UPM
- WOU
- UUM
- UTP
- UNITEN
- University of South Australia
- UNiTEM
- University of Southern Cross, Australia
- University of Queensland Australia

### **4. Assesor for Promotional Exercise**

- School of Management, USM
- University of Technology Mara
- UNIRAZAK
- UTM

### **I. PROGRAMME ASSESOR/EXAMINER**

- Business Information Systems Programme, Wawasan Open University, 2009-2013.
- Business Information System Programme, Institut Teknologi Brunei, 2012-2015
- PhD Programme, UNIRAZAK, 2013-2014.

### **J. ADMINSTRATIVE POST HELD**

- Head of Department, Operations and Management Information Systems, 2015-2016
- Head of Accreditation, Faculty of Business and Accountancy, 2011-2017.
- Dean, Faculty of Business and Accountancy, 2006 – 2009
- Deputy Dean, Higher Degree, 2003-2006
- Head of Department, Marketing and Information Systems, 2001-2003